

Annual EEO Public File Report
Covering the Period from February 1, 2011 to January 31, 2012
Station Employment Unit: WCFE-TV in Plattsburgh, NY

Section 1: Full-Time Positions Filled

<u>Full-Time Position</u>	<u>Position Title</u>	<u>Date Open</u>	<u>Date Filled</u>	<u>Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*</u>	<u>Number Interviewed</u>	<u>Number Hired</u>
1	Archive Assistant	4/7/11	4/13/11	In-house job posting	1	1
1	Editor	8/24/10	2/3/11	MLPBS Website	4	1
1	Corporate Marketing Rep	2/1/11	2/18/11	The Gazette	1	1
1	Membership & Volunteer Coordinator	4/4/11	5/4/11	Press Republican	10	1
1	Master Control Operator	6/13/11	6/28/11	MLPBS Website	2	1
TOTAL					18	5

Recruitment Source and Interviewee Data for Filled Positions

	Full-time Positions Filled By Job Title	Sources used to publicize the opening (# of interviewees)
1	Archive Assistant	In-house posting - (1) ETS Department of Labor in New York Westaff Department of Labor in Vermont NYS Broadcasters Association One WorkSource ManPower
2	Corporate Marketing Representative	In-house posting MLPBS Website Montreal Gazette (1) ETS Department of Labor in New York Westaff Chamber of Commerce – Oppshop.org Connecticut Schools of Broadcasting Department of Labor in Vermont Production HUB NYS Broadcasters Association One WorkSource-Elizabethtown . PBS Connect ManPower Unknown
3	Editor	In-house posting MLPBS Website - (2) Word of mouth

		Department of Labor in New York Westaff Chamber of Commerce – Oppshop.org Connecticut Schools of Broadcasting Department of Labor in Vermont – (1) Production HUB NYS Broadcasters Association Craig’s list One WorkSource PBS Connect ManPower Unknown - (1)
4	Membership & Volunteer Coordinator	In-house posting MLPBS Website ETS Department of Labor in New York Westaff - (1) Chamber of Commerce – Oppshop.org Connecticut Schools of Broadcasting Department of Labor in Vermont Production HUB NYS Broadcasters Association One WorkSource PBS Connect ManPower Craig’s List Press Republican – (5) Monster.com – (3) Word of mouth – (1) Unknown
5	Master Control Operator	In-house posting MLPBS Website - (1) ETS Department of Labor in New York Westaff Chamber of Commerce – Oppshop.org Connecticut Schools of Broadcasting Department of Labor in Vermont Production HUB NYS Broadcasters Association One WorkSource PBS Connect ManPower Craig’s List Press Republican Monster.com Word of mouth – (1) Unknown

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Section 2: Recruitment Source Information

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Press Republican	Classified Department	5	
	170 Margaret Street	518-565-4105		
	Plattsburgh, NY 12901			
2	ETS	Several Contacts		yes
	142 Boynton Avenue	518-562-4673		
	Plattsburgh, NY 12901			
3	NYS Dept. of Labor (One Worksource)	Sue Myers		yes
	194 US Oval	518-561-0430		
	Plattsburgh, NY 12901			
4	Westaff	Gary Wagoner	1	yes
	307 W Bay Plaza	518-566-6061		
	Plattsburgh, NY 12901			
5	North Country Chamber of Commerce	www.opppshop.org		
	P.O. Box 310 (7061 Rt. 9)	518-563-1000		
No.	Recruitment Source	Contact		Entitled to Notification
	Plattsburgh, NY 12901			
6	Mountain Lake PBS (website)	www.mountainlake.org	3	yes
	One Sesame Street	518-563-9770		
	Plattsburgh, NY 12901			
7	Connecticut Schools of Broadcasting	csbnewjersey@800tvradio.com		
	377 Route 17 South Penthouse	201-288-5800 (www.800tvradio.com)		
	Hasbrouck Heights, NJ 07604	or Tom DeFranco		
8	In-House Posting/Staff Referral		1	yes

9	Learned about position from underwriter			
No.	Recruitment Source	Contact		Entitled to Notification
10	NYS Broadcasters Association 1805 Western Avenue, Albany, NY 12203	Sandy 518-456-8888		yes
11	Applied for an earlier position			
12	Vermont Department of Labor 63 Pearl Street Burlington, VT 05401-4331 Vermont Job Link – when ad goes through VT Dept. of Labor, it will also go to VT Job Link	Bradley Quinn Page 63 Pearl Street Burlington, VT 05401 802-652-0339	1	
13	Job Fair	Contacts are all different depending on who is running the Job Fair		
14	ProductionHUB.com 801 W. Fairbanks Avenue Winter Park, FL 32789	Tara 407-629-4122		
15	America's Online Job Bank.com			
16	Wyeth Pharmaceuticals 64 Maple Street Rouses Point, NY 12979	Barbara E. Hebert 518-297-5707		
17	Sent in blind submission			
18	Heard from an outside source/personal reference			
19	Previously interned @ the station			
20	PBS Connect Forum	On-line form		
21	Current 6930 Carroll Avenue, Suite 350 Tacoma Park, MD 20912	Fax: 301-270-7241 Loreal@current.org or Behrens@current.org (Steve Behrens) classifieds@current.org		
21	The Suburban - Montreal	Contact is whoever picks up the phone		
22	Craig's list.com	On-line		
23	Memsys.listserve	Kay Mosko or Nick Herlick		
24	Monster.com		3	
25	CPB.org	Website cpb.org (CPB Jobline)		

26	Chronicle of Philanthropy	Philanthropy.com/jobs Tim Sieja – jobs@chronicle.com		
27	When asked at interview they could not remember what website he had found it on	N/A		
28	No indication on cover letter	N/A		
29	Internet/Didn't specify website address			
30	WGBH Workshop			
31	Montreal Gazzette	On-line Classified Ad	1	
32	CareerBuilder.com (Burlington Free Press)	On-line Classified Ad		
33	Seven Days	Classified Department		
34	ManPower	Online Classified		
35	Unknown		1	
36	Word of Mouth	N/A	2	

	TOTAL:		18	
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Station Employment Unit: WCFE

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WCFE

Activity # 1 – Participation in at least 4 Job Fairs

1) Activity: Career Night 2011

Date: April 7, 2011

Participating Employees Amy Recor & Sophie Mitsoglou

Host/Sponsor of Activity: SUNY Plattsburgh

Brief Description of Activity and Station Participation: Amy Recor and Sophie Mitsoglou had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment and volunteer opportunities. We collected 7 resumes and handed out business cards corresponding to the department internship job description they were interested in.

2) Activity: Job Fair

Date: May 11, 2011

Participating Employees: Amy Recor

Host/Sponsor of Activity: North Country Chamber of Commerce

Brief Description of Activity and Station Participation: Amy Recor had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment, and internship opportunities. We collected 5 resumes and handed out business cards corresponding to the department internship and job description they were interested in.

3) Activity: North Country Chamber of Commerce 22nd Annual Business Expo

Date: June 9, 2011

Participating Employees: Sophie Mitsoglou

Host/Sponsor of Activity: North Country Chamber of Commerce

Brief Description of Activity and Station Participation: Sophie Mitsoglou exhibited at the Annual Business Expo The largest business-to-business show in northern New York with 180 booths on the floor, the Expo was the chance to make hundreds of new contacts, take advantage of show specials, and learn what our business has to offer the community.

4) Activity: Internship & Career Fair

Date: October 20, 2011

Participating Employees: Amy Recor

Host/Sponsor of Activity: SUNY Plattsburgh School of Business & Economics

Brief Description of Activity and Station Participation: Amy Recor had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment, and internship opportunities. We collected 4 resumes and handed out business cards corresponding to the department internship and job description they were interested in.

Activity # 2 – Training for Station Personnel

CEO, Director of Education and Outreach, Director of Communications and Web Content Manager attended the following workshops:

5/16/11- 5/19/11 PBS Annual Meeting in Orlando, FL

Director of Education and Outreach attended the following workshops:

12/5/11 - 12/9/11 Grantwriting Seminar in Washington, DC

Traffic Manager attended the following workshops:

Training in Syracuse, NY

Executive Assistant and Account Clerk attended the following workshops:

10/19/11 Northern Insuring 2011 Benefits Annual Fall Seminar in Plattsburgh, NY

Executive Assistant attended the following workshops:

10/25/11 North Country Chamber hosted workshop titled *Protecting your Confidential Information in the Digital Age – There's no App for that* in Plattsburgh, NY

1/18/12 CITEC Business Solutions workshop titled *Why HR Matters: The People and the Legal Reasons* in Plattsburgh, NY

Activity # 3 –Training on Equal Employment Opportunity and Anti-Discrimination

Employee Assistance Services (EAS) – All employees are eligible to use the services that EAS has to offer. A quarterly newsletter goes out to each employee. If there is any type of supervisory training that is offered by EAS, it is encouraged that managers attend. If there are other training opportunities at EAS, staff is encouraged to attend.

Activity # 4 –Internship Program

SUNY Plattsburgh Internship Program – The Director of Fundraising and Business Development, Director of Communication, Director of Production and Programming took advantage of this internship program (see attachments).

Practicum Program – The practicum program is different than the internship program whereas the students need approval from the college and be recommended. (see attachments)

NYSBA 2011 Internship Program – Mountain Lake PBS took advantage of this internship program (see attachment). NYSBA Internship Program is an on-the-job-training program that employers can be reimbursed for wages (according to their regulations – see attachment).

Activity # 5 – Other activities with community organizations and schools

Education Outreach Initiatives

1. Literacy Outreach - The education department has a large literacy outreach component. It provides literacy strategies to area childcare providers, educators and parents. It also provides free books to practice these strategies.

2. Providing the EdVideo service to area schools and adult literacy programs; offered workshops on integrating the VITAL(Video in Teaching and Learning) resources into instruction. VITAL will be incorporated into the new PBS Learning Media service. This service provides free multi-media clips at no charge to parents, educators and students.

Through this activity we provide a multi-media download service to area schools as well as training on how to use this service.

3. SUNY Plattsburgh Professional Development Outreach - trained approximately 200 pre-service teachers both undergraduate and graduate level on the resources that public television provides to educators(ie. pbs teachers, EdVideo, VITAL)

4. In the fall of 2011 WCFE-TV premiered “Small Farms Rising” and a related education website with clips and links to education resources.